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APR 07 2006

PATENT: Mail Stop AF  
Docket No. 99-836 RCE1

## BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re Application of: )  
)  
James Howard DREW et al. ) Group Art Unit: 3639  
)  
Application No.: 09/593,118 ) Examiner: Robinson Boyce, Akiba K  
)  
Filed: June 13, 2000 )  
)  
For: A METHOD FOR EVALUATING ) Confirmation No.: 5555  
CUSTOMER VALUE TO GUIDE )  
LOYALTY AND RETENTION )  
PROGRAMS )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**NOTICE OF APPEAL UNDER 37 C.F.R. § 41.31**

Sir:

Applicants appeal to the Board of Patent Appeals and Interferences from the Examiner's  
decision mailed January 10, 2006.

The items checked below are appropriate:

1. ☐ A Petition for extension of time to extend the period for response to  
[Date] is enclosed together with a fee payment of \$[Fee].
2. ☒ The Appeal Fee of \$500.00 (or \$250.00 if by small entity)  
☐ is enclosed or ☒ is to be charged to Deposit Account No. 07-2347.
3. ☐ A check for \$[Fee] to cover the above fees is enclosed.

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Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 07-2347.

Respectfully submitted,

Dated: April 7, 2006

By: \_\_\_\_\_

  
Joel Wall  
Reg. No. 25,648